

Bachelor of Communication



LOCATION	START
Sunshine Coast	Semester 1, Semester 2
Moreton Bay	Semester 1, Semester 2

This flexible degree allows you to tailor your study areas to suit your skills, interests, and career aspirations. Choose to major in Social Media or Journalism, with options to add minors in Strategic Global Communication and Creative and Interactive Advertising or select elective courses that engage your creativity and provide exposure to international skillsets and future work opportunities.

Explore majors and minors for the Bachelor of Communication.

In this program you will:

- Gain a breadth and depth of knowledge in the core communication disciplines
- Become well-grounded in key themes in global communication and multicultural discourses
- Become job-ready for a range of media careers including roles in journalism, editing, marketing, corporate, social and community communication
- Develop briefs and communication campaigns and work with real clients
- Gain exposure to industry with work placement opportunities

Career opportunities

- Social media manager
- Advertising executive
- Content strategist
- Creative director
- Public relations officer
- Copywriter
- Marketing officer
- Corporate communications officer

Program structure

Introductory courses (6) 72 units

CMN101 Introduction to Creative Entrepreneurship
CMN106 Contemporary Communication Theory and Trends
CMN107 Communication for the Creative Professional
CMN109 Editing for Professionals
CMN120 Introduction to Contemporary Global Media and Communication
CMN150 Digital Journalism

Graduate courses (1) 12 units

CMN314 Global Communication

PLUS select 1 course (1) 12 units from:

BCI302 Work Integrated Learning Project
BCI303 Work Integrated Learning Placement

usc.edu.au/ar342

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 1 December 2022

If you were issued a USC Letter of Offer, it will specify your study location and teaching period of offer. Study options and teaching period of offer can vary depending on the study location. For full details, visit usc.edu.au.

CRICOS Code
058396G

Duration
3 years

Only a full-time option is available to international students on a Student visa. Online programs are not available to Student visa holders.

Indicative 2023 fees

A\$24,800

Annual fee

A\$74,400

Estimated total fee

Tuition fees are reviewed each calendar year. The fee you must pay for a given teaching period is that which has been approved by UniSC for the calendar year in which the teaching period commences

Recommended prior study
English

Delivery mode
Blended Learning

Total courses
24

Total units
288

UniSC program code
AR342

Plus select 16 courses (192 units) towards 1 required major and 1 major from the specified list; or 1 required major and 2 minors:

*With the approval of the Program Coordinator, students may replace a specified communication major or minor with a study component[^] that the Program Coordinator deems to be equivalent to an approved USC study component, completed or commenced at another university or comparable tertiary institution.

[^]A coherent set of courses that develop a particular academic theme which is formally recognised on the Official Statement of Academic Record.

Required Major

Select 1 required major from:

- Journalism
- Social Media

Majors

- Creative Writing and Publishing
- Digital Culture[^]
- Game Design
- Interactive Media
- Journalism
- Music[^]
- Screen Media
- Social Media
- Theatre and Performance[^]
- Visual Communication

Minors

- Creative and Interactive Advertising
- Creative Writing and Publishing
- Digital Culture[^]
- Fashion Studies[^]
- Game Art and Animation
- Game Design
- Game Programming
- Interactive Media
- Journalism
- Music[^]
- Photographic Practice[^]
- Screen Media
- Social Media
- Strategic Global Communication
- Theatre and Performance[^]
- Visual Communication

[^]Not currently available at Moreton Bay campus.

Elective courses

Select up to a total of 12 to 36 units from the undergraduate elective course options. The number of electives will vary depending on the majors or minors chosen.

Note: Program structures are subject to change. Not all USC courses are available on every USC campus.